

## CLAIMS

1. A display strip for allowing a plurality of product-enclosed bags to be attached thereto for the purpose of arrangement and display,

which comprises at least a substrate layer and a sealant layer that contains an easy-peelable resin composition comprising an adhesive component and a component for cohesion failure,

said the sealant layer is bondable to a surface of the bag by heat sealing, and

when the surface of the bag bonded to the sealant layer by heat sealing is peeled from the sealant layer, the sealant layer is broken.

2. A display strip for allowing a plurality of product-enclosed bags to be attached thereto for the purpose of arrangement and display,

which comprises at least a substrate layer and a sealant layer that contains an easy-peelable resin composition comprising an adhesive component and a component for cohesion failure,

said the sealant layer is bondable to a surface of the bag by heat sealing, and

when the surface of the bag bonded to the sealant layer by heat sealing is peeled from the sealant layer, the sealant layer is broken and the peeling is started under an initial load lower than the tensile break strength of the surface layer of the bag and, continuous or intermittent application of a load corresponding to the initial load is necessary until the peeling is completed.

3. The display strip according to Claim 1 or 2, wherein the adhesive component is at least one

selected from the group consisting of polypropylene, a copolymer of propylene and any other olefin and low density polyethylene.

5           4. The display strip according to Claim 3,  
            wherein the copolymer of propylene and any other  
olefin is a copolymer of propylene and an  $\alpha$ -olefin with 2  
or 4 to 12 carbon atoms.

10           5. The display strip according to Claim 1 or 2,  
            wherein the component for cohesion failure is a  
styrene polymer and/or polybutene-1.

            6. The display strip according to Claim 1,  
15           wherein the sealant layer comprises a supporting  
layer and an adhesive layer containing the easy-peelable  
resin composition.

            7. The display strip according to Claim 6,  
20           wherein the supporting layer contains at least one of  
the adhesive layer-constituting components.

            8. The display strip according to Claim 6,  
            wherein the supporting layer contains a component for  
25 cohesion failure in the adhesive layer-side surface.

            9. The display strip according to Claim 8,  
            wherein the component for cohesion failure is a  
styrene polymer and/or polybutene-1.

30           10. The display strip according to Claim 6,  
            wherein the adhesive layer has a thickness of 1 to 30  
 $\mu\text{m}$  and the supporting layer has a thickness of 5 to 50  $\mu\text{m}$ .

35           11. The display strip according to Claim 1,

wherein the sealant layer is formed on substantially all over the surface.

12. The display strip according to Claim 1,  
5 wherein the substrate layer comprises at least one selected from the group consisting of biaxial oriented polypropylene, biaxial oriented polyethylene terephthalate, metal foil and paper.

10 13. The display strip according to Claim 1, wherein the substrate layer and the sealant layer are stacked with an adhesive.

14. The display strip according to Claim 1,  
15 wherein a layer comprising polyethylene, an ethylene-(meth)acrylic acid copolymer or an ionomer of the ethylene-(meth)acrylic acid copolymer is stacked between the substrate layer and the sealant layer.

20 15. The display strip according to Claim 1, wherein the bag comprises at least a sealant layer and a substrate layer.

16. The display strip according to Claim 15,  
25 wherein the sealant layer comprises at least one selected from the group consisting of polypropylene, a copolymer of propylene and any other olefin, and low density polyethylene.

30 17. The display strip according to Claim 15, wherein the sealant layer comprises a heat-sealable biaxial oriented polypropylene film.

35 18. The display strip according to Claim 15, 16 or 17,

wherein the sealant layer and the substrate layer are laminated via an adhesive.

5      19. The display strip according to Claim 15, 16 or 17,

wherein the sealant layer and the substrate layer are laminated via an intermediate layer.

10      20. The display strip according to Claim 19, wherein the sealant layer and the intermediate layer are laminated via an adhesive.

15      21. A display for products, wherein the display strip according to claim 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19 or 20 and a product-enclosed bag are attached by heat sealing.